

# Proclamation

## Township of Manalapan Office of the Mayor



### ALCOHOL AWARENESS MONTH APRIL 2019

**WHEREAS**, Alcohol Awareness Month was established as a nationwide effort to provide the American public with information about the disease of alcoholism and the serious problem of alcohol abuse; and

**WHEREAS**, each April since 1989, the Manalapan-Englishtown Community Alliance to Prevent Alcoholism and Drug Abuse has designated April as "Alcohol Awareness Month"; and

**WHEREAS**, the Manalapan-Englishtown Community Alliance in 2016 initiated its Project ZERO campaign and is designating April as Project ZERO month and further acknowledges the following measurements of the effects that alcohol has on our children:

1. excessive drinking is responsible for more than 4,300 deaths among underage youth each year
2. alcohol is the most commonly used addictive substance in the United States
3. nearly 10 million young people, ages 12 to 20, report that they've consumed alcohol in the past 30 days
4. young people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21
5. drinking by persons under the age of 21 is illegal, yet people aged 12 to 20 drink 11% of all alcohol consumed in the United States
6. the typical American child will see 100,000 beer commercials before he or she turns 18
7. kids who drink are more likely to be victims of violent crime, to be involved in alcohol-related traffic crashes, and to have serious school-related problems
8. a supportive family environment is associated with lowered rates of alcohol use for adolescents
9. kids who have conversations with their parents and learn a lot about the dangers of alcohol and drug use are 50% less likely to use alcohol and drugs than those who don't have such conversations; and

**WHEREAS**, Project ZERO is designed to bring focus to the issues of substance abuse in our community in the hopes of re-setting the narrative to what should be acceptable and establishes amongst its goals that as a community we need to strive towards ZERO levels of alcohol related incidents and situations that put our community at risk.

**NOW, THEREFORE**, I Susan Cohen, Mayor of Manalapan Township, in conjunction with the Manalapan-Englishtown Community Alliance for the Prevention of Alcoholism and Substance Abuse, do hereby proclaim that April 2019 is Alcohol Awareness Month in Manalapan Township. As the Mayor of Manalapan Township, I also call upon all citizens; parents; governmental agencies; public and private institutions; businesses and schools in Manalapan Township, to support efforts that will provide early education about alcoholism and addiction and increase support for individuals and families coping with alcoholism. Through these efforts, together, we can provide Hope, help and Healing for those in our community who are facing challenges with alcohol use and abuse.

In Witness Whereof, I have hereunto set my hand and caused the Seal of the Township of Manalapan to be affixed on this 27th day of March in the Year 2019.

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Susan Cohen  
Mayor